



# Guiding Principles

from the Lakeshore Plaza  
Working Group

Lakeshore Plaza  
@ Marina Park  
Public Workshop #3



## A. Maintain **consistency** with the vision of the Downtown Strategic Plan (DSP)

The Plaza design satisfies the DSP and earlier vision and planning documents connecting the downtown to the waterfront and creating a civic destination.

## B. Develop a vision and plan around broad **community consensus** and support

Three public meetings and numerous other meetings were held with project stakeholders, including residents, members of the Cultural Council, business and property owners, City Council, and Parks to solicit comments and discuss the Plaza design.

## C. Create a concept that reflects **downtown's unique character**

The Plaza design reflects Kirkland's human scale and pedestrian orientation. Art is integrated both formally and informally, ranging from a sculpture garden, temporary installations, and 'discovered' art that reflects the cultural and natural history of the site and Kirkland.

## D. Serve to **enhance and enlarge Marina Park**

The Plaza design enlarges Marina Park, uses berms to integrate the Plaza and Park visually, links the Plaza and Park with a promenade and other connections, and upgrades the planting and character of the waterfront at the public dock and boat launch areas.

## E. Design a place that **comfortably accommodates its users**

Proposed uses for the Plaza include quiet picnics, coffee with a friend, weddings, and community events. The Plaza proposes a hierarchy of linked spaces of various sizes that allow for intimate and public use of the Plaza.

## F. Create a place that is **'owned' by the entire community**

Community 'ownership' is based upon the openness of the process, the appropriateness of the design and the day to day management of the Plaza. The vision and planning process asked and listened attentively to the community to understand the spirit and aspiration of the community to create a beloved destination.

## G. Promote **environmentally sound solutions**

Sustainable design is an important part of the Plaza. Opportunities to establish a new paradigm of how public spaces are built and respect the environment are broad. Specific opportunities for the Plaza include green roofs, innovative stormwater management, use of low impact materials, and sustainable management practices.

## H. Create a project that is **economically feasible and sustainable**

Parking and retail lease revenues along with an increased tax base will work to offset the development of this civic destination. Economic modeling have been used to assess the type, square footage, and location of retail as well as parking revenues. These will be refined as the project continues.

## I. Pursue opportunities to **increase the supply of public parking**

The proposed Plaza design proposes 200 parking spaces in a one level underground garage. The parking includes the 128 existing stalls plus parking required by code to service the new retail and restaurants. Additional parking could be accommodated if the need is identified by the community.

## J. Pursue design solutions that **create connections** rather than barriers

The design proposes to connect and open the Plaza to the adjacent streets and uses but also to link the Plaza to Peter Kirk and Waverly Parks and sites beyond. Visual connections, seeing into the Plaza, were considered as well as pedestrian access.

## K. **Minimize disruption** of existing downtown activities

On completion, the Plaza design and programming will complement existing downtown activities. Thoughtful construction timing and phasing can mitigate impacts on the downtown during project construction.

## L. **Strengthen and promote retail activity** in the downtown

The Plaza will create a strong destination to help anchor and strengthen existing downtown retail activity. The Plaza itself will encourage retail activity in a manner that integrates with existing retail patterns by allowing the buildings facing the plaza to touch the plaza creating areas for dining and shopping, adding new retail in the plaza along Lakeshore Drive and Kirkland Avenue, and creating active and easy pedestrian connections.

architecture | interior design | landscape architecture | planning & urban design

“Bring downtown to the lake... bring the lake to downtown.”